

# CONTRACT



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

<u>Contract / Revision</u> 2401457 /		<u>Alt Order #</u> WOC13434073
<u>Advertiser</u> Pillen For Governor		<u>Original Date / Revision</u> 01/28/22 / 01/28/22
<u>Contract Dates</u> 01/31/22 - 02/06/22	<u>Estimate #</u> 2720	
<u>Product</u> 2022 Primary Election		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 55+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 556.80
<u>Agcy Code</u> 9916670	<u>Advertiser Code</u> 303	<u>Product 1/2</u> 405
<u>Agency Ref</u> 140343	<u>Advertiser Ref</u> 589010	

And:

**AxMedia**  
**800 W 47TH Street Suite 200**  
**Kansas City, MO 64112**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WOWT	01/31/22	02/06/22	Meet The Press	9:00 AM-10:00 AM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----1				1	\$275.00	5.20			
N 2	WOWT	01/31/22	02/06/22	Su Today	8:00 AM-9:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----1				1	\$150.00	5.30			
N 3	WOWT	01/31/22	02/04/22	Morning News Show	6:00 AM-7:00 AM		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	11111--				5	\$250.00	5.40			
N 4	WOWT	01/31/22	02/04/22	Today Show	7:00 AM-9:00 AM		:30				NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	11111--				5	\$275.00	6.90			
N 5	WOWT	01/31/22	02/04/22	News @ 630p M-F	6:30 PM-7:00 PM		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-11-1--				3	\$350.00	10.30			
N 6	WOWT	01/31/22	02/04/22	News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	11111--				5	\$375.00	11.20			
N 7	WOWT	01/31/22	02/06/22	News @ 10p Su	10:00 PM-11:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----1				1	\$250.00	9.00			
N 8	WOWT	01/31/22	02/04/22	News @ 5p M-F	5:00 PM-5:30 PM		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	11111--				5	\$350.00	14.80			
N 9	WOWT	01/31/22	02/05/22	News @ 10p Sa	10:00 PM-10:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----1-				1	\$350.00	16.20			
N 10	WOWT	01/31/22	01/31/22	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	1-----				1	\$80.00	3.80			
N 11	WOWT	01/31/22	02/06/22	Weekend News Su	7:00 AM-8:00 AM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----1				1	\$100.00	5.00			
N 12	WOWT	01/31/22	02/05/22	Weekend News Sa	7:00 AM-8:00 AM		:30				NM	2	\$200.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Pillen For Governor		<u>Original Date / Revision</u> 01/28/22 / 01/28/22
<u>Contract Dates</u> 01/31/22 - 02/06/22	<u>Product</u> 2022 Primary Election	<u>Estimate #</u> 2720

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----2-				2	\$100.00	5.30			
N 13	WOWT	01/31/22	02/05/22	News @ 5p Sa	5:00 PM-5:30 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----1-				1	\$300.00	16.00			
N 14	WOWT	01/31/22	02/06/22	News @ 5p Su	5:00 PM-5:30 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----1				1	\$250.00	16.40			
N 15	WOWT	01/31/22	02/04/22	Midday News	11:00 AM-12:00 PM		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	11--1--				3	\$100.00	9.10			
N 16	WOWT	01/31/22	01/31/22	Weekday Jeopardy	5:57 PM-6:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	1-----				1	\$400.00	14.80			
N 17	WOWT	01/31/22	02/04/22	Olympics Opening Prime	6:57 PM-10:00 PM		:30				NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	----2--				2	\$2,500.00	18.30			
N 18	WOWT	01/31/22	02/06/22	Olympics Weekend	Various		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----23				5	\$600.00	6.00			
N 19	WOWT	01/31/22	02/06/22	Olympics Prime Time	7:00 PM-11:00 PM		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-----11				2	\$1,300.00	14.40			
N 20	WOWT	01/31/22	02/02/22	Wednesday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	--1----				1	\$750.00	9.70			
N 21	WOWT	01/31/22	01/31/22	Monday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	1-----				1	\$450.00	6.80			
N 22	WOWT	01/31/22	02/02/22	Wednesday Prime Hr 1	6:57 PM-8:00 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	--1----				1	\$750.00	11.60			
N 23	WOWT	01/31/22	02/03/22	Thursday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	---1---				1	\$450.00	6.40			
N 24	WOWT	01/31/22	02/03/22	Thursday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	---1---				1	\$400.00	6.40			
N 25	WOWT	01/31/22	02/03/22	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-1-1---				2	\$70.00	3.80			
N 26	WOWT	01/31/22	02/04/22	Weekday Jeopardy	5:57 PM-6:30 PM		:30				NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-1111--				4	\$325.00	14.80			
N 27	WOWT	01/31/22	02/01/22	Daybreak @ 430a	4:30 AM-5:00 AM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/31/22	02/06/22	-1-----				1	\$25.00	1.70			
Totals										556.80		58	\$24,820.00

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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/31/22 - 02/06/22	58	\$24,820.00	(\$3,723.00)	\$21,097.00
<b>Totals</b>	<b>58</b>	<b>\$24,820.00</b>	<b>(\$3,723.00)</b>	<b>\$21,097.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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